TIME: 10:29

DATE: 2/1/54
SPONSOR: HAMPSHIRE BOOKSHOP
SOLICITOR: DMC

DO YOU REALIZE THAT VALENTINE'S DAY IS LESS THAN TWO WEEKS AWAY? DON'T PANIC!! THE LARGE ASSORTMENT AT THE HAMPSHIRE BOOKSHOP WILL HELP YOU SELECT THE PERFECT VALENTINE FOR FRIENDS OR ENEMIES, FOR THOSE NEAR AND DEAR OR FOR THOSE FAR AWAY.
THERE ARE BILINGUAL ONES LIKE THOSE BEGINNING, "ACH, HOW MY HEART IS WITH LOVE GESTUFFED!"
THERE ARE FREUDIAN ONES LIKE THOSE WHICH ASK, "CAN THIS EXHILARATION, THIS SENSE OF EXALTATION,... ARISE FROM A FIXATION?"
THERE ARE THOSE FOR THE INTELLECTUAL TYPE THAT URGE, "LEAVE US NOT BEHAVE LIKE SHNOOKS... WHO ONLY REAT THE COMIC BOOKS."
... AND THERE ARE THOSE WITH A SURPOISE PUNCH LINE AT THE END... DESPITE AN INNOCENT BEGINNING.
OBVIOUSLY THE HAMPSHIRE BOOKSHOP HAS VALENTINES TO SUIT YOUR EVERY NEED... FROM THE SWEET-AND-SENTIMENTAL TO THE DRY-AND-WITTY.
COME IN AS SOON AS YOU CAN AND MAKE YOUR SELECTION WHILE THERE IS STILL A LARGE ASSORTMENT OF VALENTINES AT THE HAMPSHIRE BOOKSHOP.

YOU ARE TUNED TO 600... THE VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.
... THE CORRECT TIME IS NOW TEN THIRTY.

ANNOUNCER'S SIGNATURE

MON: _____
TUE: _____
WED: _____

TIME: